



“We are growing future feeders – young people to feed us in the future. To teach the youth about food and nutrition security, we invented the world’s first-and-only “food and nutrition security superheroes” lead by “AGRIman and PhotosyntheSista”, making agriculture AgriCOOLture.”

The World's First Food & Nutrition Security Superheroes

WHYFARM (We Help You-th Farm) aims to promote agriculture among children by increasing their awareness on how they can contribute to solving the world’s food problem and by doing so grow the future feeders of 2050.

This is done by transforming the negative perception associated with agriculture among communities, and children in particular into a sector which is fun and rewarding through agri-edutainment (agricultural educational entertainment) to counter the challenges related to food and nutrition security.

What Problem are we tackling?

By the year 2050 the population is estimated to reach 9 billion+. Presently the average age of farmers is 55+ years. There is a decreasing interest in agriculture as a career path. A major reason for this unwillingness of young people to adopt roles in agriculture is due to the lack of proper marketing of this noble and important profession.



“The children of now will be the farmers, agronomists and the scientists of 2050.”



WHYFARM introduces, AgriEdutainment (Agricultural Educational Entertainment) strategies to capture the youth starting with their thought process to influence their decision making with regards to food and nutrition security.

Via AgriEdutainment we have begun to produced a comic book and a Motion comic animation, along with an AGRIMAN Fan Membership club.

AGRIman AGventures Core Focus Areas

The following 6 components are the main focus of the **AGRIman AGventures** series for the items we have developed and those currently in development such as; comic and activity book series, AGRIman playbook (Fun and Food Curriculum), APP, cartoons and short video series:

- 🌱 Plant 1 Tree Eat 4 Free (Farming)
- 🌱 Eat Healthy and Nutritious foods
- 🌱 Eat Local foods
- 🌱 EnviroCare (care for environment, understanding climate change, water, soil etc)
- 🌱 Zero Wastage (Ricesponsibility-NOT wasting a grain of rice)
- 🌱 Showing empathy to others (giving charity (food) to the less fortunate)
- 🌱 AGRInnovation (developing creative solutions to that problem you care about the most).

Global Movement



Trinidad and Tobago



Haiti



Zambia



Rwanda



Nigeria



Kenya



Columbia



Cameroon

Featured

- **ECOSOC** youth forum at the UN Headquarters
- **AGTalk** speaker at the International Fund for **Agricultural Development**
- **Global Forum** for Rural Advisory Services annual meeting
- **Thought For Food** global summit Keynote Speaker

Partners



"We believe in collaboration not competition, complementing not reinventing. Join us on our adventure to grow future feeders by the year 2050 TOGETHER!"

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